

Implementing a Watershed-Based Plan Part 2



Implement Public Outreach, Education, and Involvement Plan

- Why conduct an education and outreach plan?
 - Educate stakeholders on water quality concerns
 - Educate public on impact of their actions to water quality
 - Educate public about upcoming NPS projects they will be seeing throughout watershed (Give them a heads-up)

Implement Public Outreach, Education, and Involvement Plan

- Before investing in outreach, ask yourself the following questions:
 - What do we have?
 - What do we want to change?
 - What is on our wish list?
 - What is our budget?
 - What are our communication goals?

3

8 Steps to a Successful Campaign

See Handout for more Information

1. Form Committee
2. Set Goals and Measurements
3. Target Audience
4. Shape Message
5. Assess Resources
6. Choose Methods/Strategies to be Used
7. Develop Workplan
8. Implement / Evaluate / Re-Direct

4

Audience and Message Development

Your Message
=
Visuals
+
Language
+
Messengers

5

Audience and Message Development

- Then focus on a segment of the audience:
 - Who needs to hear your message?
(ie., stakeholders)
 - Who has influence over your targets?
- Then get to know your audience – Listen to them!
 - Invite a select group over for a meeting or dinner
 - Get feedback on tips of when people will listen

6

Audience and Message Development

- When you meet with a segment of your targeted audience, be sure to use words they'll understand:
 - Use 8th grade level language
 - Avoid use of technical terms, not many know what a watershed means. (Example: NPS = polluted runoff)
- Use words that will work. For water-related outreach, go to "Water Words that Work" website at www.waterwordsthatwork.com
- Pass the "Mom Test" - Would your own mom understand your message and get it?

7

Audience and Message Development

- Develop your message based on feedback from focus group and use words they will understand.
- Use one of the following ingredients for a good message:
 - Value Message
 - Barrier Message
 - Ask
 - Vision Message

8

Message Development Tool #1

- Develop your message using the “Hook-Line-Sinker” concept:
 - Hook: A short, factual statement that grabs your audience. Use one of the ingredients for a good message: Value, Barrier, Ask, or Vision.
 - Line: Factually elaborates, explains, and reinforces.
 - Sinker: Anticipates, block oppositions, and calls for action.

9

Message Development Tool #2

- Develop your message using the Message Development Box Exercise (see handout)
 - Threshold Message
 - Action Message
 - Solution Message
 - Reinforcement Message

10

Practice Your Message

- Meet with a couple people from your focus group and ask them to listen for the following when you practice:
 - Content: Is it relevant to them?
 - Words used: Are they able to understand?
 - Engagement: Are you captivating their interest?
 - Impact or Pressure: Is the amount just right or too much pressure?
 - Organization: Does your message make sense?
 - Timing: Is it too long or too short?

11

Methods of Delivering your Message

- Develop brochures, fact sheets, door to door materials to be used for:
 - In person outreach such as fairs, events, school presentations, tribal council presentations, public tours of project sites
 - Use photos!
- Use media resources
 - Website postings, newsletters, article in a major newspaper, radio spots

12

Tips on Working with the Media

- Practice your message!
- Prepare with supporting facts, anecdotes, and counter-arguments
- Answer questions directly. If you do not have the answer, simply say so.
- Do not repeat the reporter's words.
- Avoid filler words such as "um" and "like"
- Refer to Handout on "How to Cultivate Relationships with Local Media" for more information

13

Implement Public Outreach, Education, and Involvement Plan

- As you conduct outreach, remember:
 - To think about the value of the audience
 - Why it is important for you to deliver your message
 - Be realistic about your wish list and budget
 - And, most importantly, remember to discipline yourself – Test, Redirect, Repeat, Repeat, Repeat...

14